

Service quality and perceived value effects on e-canteen customer loyalty

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Abstrak

Penelitian ini bertujuan untuk: (1) mengetahui pengaruh kualitas pelayanan terhadap loyalitas pelanggan, (2) mengetahui pengaruh perceived value terhadap loyalitas pelanggan, dan (3) mengetahui pengaruh kualitas pelayanan dan perceived value secara bersama-sama terhadap loyalitas pelanggan. Penelitian ini menggunakan pendekatan kuantitatif. Data diperoleh dari 270 responden melalui teknik incidental sampling, menggunakan kuesioner skala Ala Likert 1–4. Uji validitas dilakukan dengan korelasi Product Moment Pearson, sedangkan reliabilitas diuji menggunakan nilai Cronbach's Alpha. Analisis data menggunakan regresi linear berganda dengan bantuan SPSS versi 26. Hasil penelitian menunjukkan bahwa: (1) kualitas pelayanan berpengaruh positif dan signifikan terhadap loyalitas pelanggan, yang dibuktikan oleh nilai signifikansi 0,000 dan $t = 15,554 > t\text{-tabel} = 1,9689$, (2) perceived value berpengaruh positif dan signifikan, dengan signifikansi 0,000 dan $t = 12,068 > t\text{-tabel} = 1,9689$, dan (3) secara simultan, keduanya berpengaruh positif dan signifikan dengan $F = 271,071 > F\text{-tabel} = 3,03$ dan signifikansi 0,000. Nilai koefisien determinasi (R^2) sebesar 0,670 menunjukkan kontribusi variabel independen sebesar 67% terhadap loyalitas pelanggan.

Kata kunci: evaluasi layanan; kuantitatif; komitmen konsumen; persepsi manfaat

Abstract

This study aimed to: (1) determine the effect of service quality on customer loyalty, (2) examine the effect of perceived value on customer loyalty, and (3) assess the simultaneous effects of service quality and perceived value on customer loyalty. Employing a quantitative approach, data were collected from 270 respondents through incidental sampling using a 1–4 Likert scale questionnaire. Validity was assessed using Pearson's Product-Moment correlation, while reliability was tested using Cronbach's alpha. Data analysis employed multiple linear regression using SPSS version 26. Results indicated that: (1) service quality exerted a positive and significant effect on customer loyalty, evidenced by a significance value of .000 and $t = 15.554 > t\text{-table} = 1.969$; (2) perceived value demonstrated a positive and significant effect, with significance = 0.000 and $t = 12.068 > t\text{-table} = 1.969$; and (3) simultaneously, both variables exhibited positive and significant effects with $F = 271.071 > F\text{-table} =$

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3.03 and significance = .000. The coefficient of determination (R^2) of .670 indicated that independent variables contributed 67% to customer loyalty variance.

Keywords: consumer commitment; perceived benefits; quantitative; service evaluation

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Introduction

Information technology advancement has brought significant changes across various life aspects, including consumer patterns that increasingly favor instant and practical approaches (Utami, 2022). One manifestation of this transformation is the emergence of e-canteens as alternatives for fulfilling consumption needs in school environments. E-canteens represent online food and beverage ordering applications enabling users to view, select, and order menu items through web platforms (Khairunnisa et al., 2023). Their presence demonstrates that digitalization has penetrated educational settings previously considered conventional.

Khairunnisa et al. (2023) explained that e-canteen usage enhances break time efficiency, reduces crowds, and provides flexibility in selecting menus according to preferences. This system addresses conventional canteen weaknesses that frequently generate long queues and diminish customer satisfaction. Compared to manual systems, e-canteens offer more flexible and efficient services, reflecting technology's contribution to improving comfort and quality of life.

E-canteen success is measured not only by revenue but also by capacity to build customer loyalty. According to Kotler and Keller (2016), customer loyalty represents deeply held commitment to continue purchasing and supporting preferred products or services in the future, despite situational influences and marketing efforts potentially causing customer switching. Loyalty constitutes an important factor determining service sustainability, as loyal customers will continue using services consistently. Therefore, e-canteen managers must develop strategies focusing not only on profitability but also on customer satisfaction and engagement.

Concurrent with rapid technological development, SMK Negeri 1 Surakarta continuously adapts to increasingly modern student needs. One innovative step undertaken involves developing a digital canteen service (e-canteen) named Tukuyo. This application was designed not only to facilitate food ordering and reduce canteen queues but also to function as entrepreneurship learning media, where students can practice online buying and selling processes in controlled environments.

In its development, Tukuyo faces sales instability. Data from the last three months indicate significant customer decline, from 650 users in August to approximately 100 users in September and October. This decline is suspected to relate to low customer loyalty, reflected in minimal repeat purchases and weak service attachment. Low loyalty levels potentially decrease purchase intention and reduce regular customer numbers, ultimately impacting sales volume reduction.

Preliminary survey results of 30 Tukuyo customers indicated that 56.7% (17 respondents) used the service only 1–2 times, reflecting relatively low customer loyalty levels. Approximately 26.7% (8 respondents) used the service 3–5 times, while only 13.3% (4 respondents) made purchases more than five times. These findings demonstrate that only a small proportion of customers possess high loyalty. Additionally, 60% (18 respondents) expressed dissatisfaction with services, while only 40% (12 respondents) felt satisfied. According to Cuong and Khoi (2019), satisfaction constitutes a primary loyalty formation factor. Therefore, high dissatisfaction with Tukuyo e-canteen services potentially reinforces low customer loyalty levels.

Customer loyalty is influenced by various factors, including perceived value, trust, relational relationships, switching costs, and reliability (Hasan, as cited in Putri & Utomo, 2017). Additionally, positive company image, service quality, and customer satisfaction also contribute to loyalty

formation (Bloemer et al., as cited in Tahuman, 2016). This research focused on two main variables: service quality and perceived value, as both are considered to have direct influence on customer loyalty. Service quality reflects the extent to which services meet customer expectations, while perceived value refers to customer assessments of benefits received compared to sacrifices made. Customer loyalty indicators in this research refer to Kotler and Keller's (2016) perspective, encompassing: (1) repeat purchase, (2) retention, and (3) referrals.

One factor suspected to influence low customer loyalty toward Tukuyo e-canteen is dissatisfaction with service quality, such as delivery delays and inadequate staff responsiveness. This dissatisfaction can decrease customer attachment, especially when services do not meet expectations and generate feelings of being undervalued. Based on observations, this dissatisfaction is influenced by human resources involved in Tukuyo management: grades 10 and 11 students from various expertise programs including MPLB, PM, AKL, and DKV. Management conducted rotationally by students from different backgrounds potentially generates inconsistency in delivered service quality.

According to Tjiptono (2019), service quality represents efforts to meet consumer needs and desires appropriately to balance customer expectations. Rasyid (2017) added that service quality is assessed as good when customer perceptions align with expectations, and conversely will be considered poor when misalignment occurs. Therefore, service provider consistency in meeting customer expectations becomes key in service quality assessment. Consistent with this, Makanyeza and Chikazhe (2017) stated that continuous service quality improvement contributes positively to customer loyalty, where better services increase the likelihood of customers remaining loyal to those services. Indicators used to measure service quality in this research refer to five dimensions in SERVQUAL theory developed by Zeithaml et al. (as cited in Listiyono, 2015): (1) reliability, (2) responsiveness, (3) assurance, (4) empathy, and (5) tangibles.

Research conducted by Putra and Sugiyono (2022) demonstrated that service quality exerted positive and significant effects on Shopee-Food customer loyalty among STIESIA Surabaya students. These findings confirm that service quality plays important roles in forming customer loyalty, as optimal services can encourage customers to continue using services. Similar results were found in research by Pitaloka and Wati (2023), stating that service quality exerted positive and significant effects on Go-Food customer loyalty among Universitas Jenderal Achmad Yani Yogyakarta students.

Besides service quality, perceived value is also suspected to play roles in forming customer loyalty toward Tukuyo e-canteen. As a teaching factory, Tukuyo not only provides consumption services but also adds value through educational experiences for students involved in its management. This value potentially enhances customer perceptions of received benefits. According to Kotler and Keller (2016), perceived value represents the difference between customer-perceived benefits and incurred costs compared to alternatives. In Tukuyo's context, if customers feel that obtained benefits, both functionally and socially, exceed financial costs and time, then services will be assessed as high value and tend to encourage loyalty. Indicators used to measure perceived value in this research refer to Sweeney and Soutar's (2001) perspective, encompassing: (1) emotional value, (2) social value, (3) quality/performance value, and (4) price/value for money.

Hasan (as cited in Putri & Utomo, 2017) stated that perceived value plays important roles in forming customer loyalty. Customers feeling they obtain value commensurate with incurred costs tend to demonstrate loyal behavior, such as repeat purchases. Research by Chrissy and Mbouw (2019) proved that perceived value exerted positive and significant effects on Grab-Food customer loyalty in Jakarta. Similar findings were also presented by Erdiansyah (2021), demonstrating that perceived value exerted positive and significant effects on Grab-Food customer loyalty in Jakarta and surrounding areas. These results indicate that positive customer perceptions of service benefits received compared to sacrifices made can encourage sustainable loyalty formation.

Based on this background, researchers intended to examine this issue further through research titled "The Effect of Service Quality and Perceived Value on E-Canteen Tukuyo Customer Loyalty at SMK Negeri 1 Surakarta." This research was designed to address several problems emerging in e-canteen service management, particularly those related to customer loyalty. Therefore, research problems focused on three main areas: (1) whether service quality affects Tukuyo e-canteen

customer loyalty at SMK Negeri 1 Surakarta, (2) whether perceived value affects Tukuyo e-canteen customer loyalty at SMK Negeri 1 Surakarta, and (3) whether service quality and perceived value simultaneously affect Tukuyo e-canteen customer loyalty at SMK Negeri 1 Surakarta. Based on these formulations, this research aimed to: (1) determine service quality effects on Tukuyo e-canteen customer loyalty at SMK Negeri 1 Surakarta, (2) examine perceived value effects on Tukuyo e-canteen customer loyalty at SMK Negeri 1 Surakarta, and (3) assess service quality and perceived value effects on Tukuyo e-canteen customer loyalty at SMK Negeri 1 Surakarta.

This research is expected to contribute theoretically and practically. Theoretically, research results are expected to enrich literature in marketing management and human resource management fields, particularly regarding customer loyalty, service quality, and perceived value. Practically, this research is expected to provide input for Tukuyo e-canteen managers in enhancing customer loyalty, serve as reference for Office Administration Education study programs, and become reference for subsequent research examining factors influencing customer loyalty in technology-based entrepreneurship contexts in school environments.

Research Methods

This research was conducted at SMK Negeri 1 Surakarta, considering real problems related to customer loyalty, demonstrated by significant customer decline of Tukuyo e-canteen from 650 customers in August 2024 to approximately 100 customers in September and October 2024. This condition indicates low customer loyalty levels toward services. Location selection was also based on no similar previous research, availability of relevant data, and official support and permission from the school. This research was conducted from title submission through research report writing, occurring during November 2024 to July 2025.

This research employed a quantitative approach with two independent variables—service quality and perceived value—and one dependent variable: customer loyalty. Service quality was defined as service provider efforts to meet or exceed customer expectations, reflected in respondent assessment scores. Service quality indicators in this research refer to five SERVQUAL dimensions developed by Zeithaml et al. (as cited in Listiyono, 2015): (1) reliability, (2) responsiveness, (3) assurance, (4) empathy, and (5) tangibles. Perceived value was defined as customer perceptions of benefits obtained from products or services compared to sacrifices made, including paid costs, reflected in respondent assessment scores. Perceived value indicators in this research refer to Sweeney and Soutar's (2001) perspective, encompassing: (1) emotional value, (2) social value, (3) quality/performance value, and (4) price/value for money. Customer loyalty was defined as customer commitment to continue purchasing products or using services, also reflected in respondent assessment scores. Customer loyalty indicators in this research refer to Kotler and Keller's (2016) perspective, encompassing: (1) repeat purchase, (2) retention, and (3) referrals.

The research population included all Tukuyo e-canteen customers at SMK Negeri 1 Surakarta during August to October 2024, totaling 835 people based on management data. Sample size was determined using Slovin's formula with 5% error level, yielding 270 respondents. This sample size was considered adequate based on Roscoe's criteria (as cited in Sugiyono, 2023), stating that appropriate sample sizes for research range from 30 to 500 respondents. The sampling technique employed was incidental sampling, a method based on chance, where accidentally encountered respondents can become samples if meeting criteria as data sources (Sugiyono, 2023). This technique was selected because it enabled researchers to obtain data directly from customers who had used Tukuyo e-canteen services. Data collection was conducted over one week through closed questionnaire distribution consisting of statements with fixed answer choices, so respondents only needed to select answers most appropriate to their experiences.

This research was implemented considering scientific research ethics principles. Before data collection, researchers obtained official permission from the school as authorized authority. Each respondent received explanations regarding research purposes and procedures before completing questionnaires. Researchers also guaranteed respondent data confidentiality and ensured that all collected data were used only for academic purposes and not misused in any form.

Research instruments were structured as questionnaires with 1–4 Likert scales. Even-scale usage was intended to avoid neutral choices, thereby encouraging respondents to provide firmer answers to each statement. This scale is considered capable of representing respondent attitude tendencies more explicitly and reducing ambiguity in data interpretation. According to Ibnu Hadjar (as cited in Sujarweni, 2025), research instrument quality is determined by validity and reliability levels. Therefore, instruments in this research were tested for validity using Pearson's Product-Moment correlation formula, correlating item scores against total scores (Sembiring et al., 2024), and tested on 30 Tukuyo e-canteen service users. r -table values at 5% significance level of .361 were used as references in determining item validity. Meanwhile, reliability testing was conducted on all statement items using Cronbach's alpha values. Instruments were declared reliable if Cronbach's alpha values $> .6$ (Sujarweni, 2025). All validity and reliability testing processes were conducted using IBM SPSS version 26 software.

According to Sugiyono (2023), data analysis represents processes conducted after data collection from respondents, including grouping, tabulation, data presentation, and statistical calculation to answer problem formulations and test hypotheses. In this research, data analysis included data tabulation preparation, classical assumption tests (normality, linearity, multicollinearity, and heteroscedasticity), and hypothesis testing using multiple linear regression analysis, partial test (t-test), simultaneous test (F-test), coefficient of determination (R^2), and effective contribution and relative contribution analysis.

Research implementation stages comprehensively included: (1) preparation, (2) research proposal development, (3) research instrument development, (4) data collection, (5) data analysis, and (6) research report preparation. All stages were designed systematically to ensure research processes proceeded logically, consistently, and according to established objectives.

Results and Discussion

Research Results

Validity test results indicated that all items in the customer loyalty variable (Y) possessed r -value $> .361$, thus declared valid. Reliability testing of this variable yielded Cronbach's alpha value of $.857 > .6$, indicating reliable instruments. For the service quality variable (X_1), of 20 items developed, 17 items were declared valid with r -values $> .361$, and reliability value of $.913 > .6$. Meanwhile, for the perceived value variable (X_2), of 11 statement items tested, 10 items were declared valid, with reliability value of $.776 > .361$. Based on these results, all research instruments were declared valid and reliable for use in further analysis.

After instrument testing met requirements, data analysis was conducted on 270 respondents who were Tukuyo e-canteen customers at SMK Negeri 1 Surakarta. Data were collected through questionnaires and analyzed using IBM SPSS version 26 software. Results from this processing provided descriptive statistics overview of each researched variable, detailed as follows:

Based on Table 1, descriptive analysis results demonstrated that the customer loyalty variable (Y) possessed mean value of 32.06, median of 32.00, and mode of 32, with minimum score of 28 and maximum of 38, and standard deviation of 1.481. Most respondents (63.7%) fell within score interval 32–33, with frequency of 172 respondents. The service quality variable (X_1) showed mean value of 54.81, median of 55.00, and mode of 53, with minimum score of 43 and maximum of 68 and standard deviation of 5.245. Approximately 22.6% of respondents fell within score interval 55–57, with frequency of 61 respondents. Meanwhile, the perceived value variable (X_2) possessed mean value of 33.97, median of 34.00, and mode of 36, with minimum score of 26 and maximum of 40 and standard deviation of 3.113. The majority of respondents (23.3%) provided perceived value assessments in range 36–37, with frequency of 63 respondents.

Table 1
Descriptive Statistics Results

	Customer Loyalty	Service Quality	Perceived Value
Valid	270	270	270
Missing	0	0	0
Mean	32.06	54.81	33.97
Median	32.00	55.00	34.00
Mode	32	53 ^a	36
Std. Deviation	1.481	5.245	3.113
Variance	2.194	27.507	9.690
Range	10	25	14
Minimum	28	43	26
Maximum	38	68	40
Sum	8655	14799	9171

Source: Data processed by researchers (2025)

Before hypothesis testing, prerequisite tests were first conducted to ensure data met classical linear regression assumptions. Normality testing using Kolmogorov-Smirnov method yielded significance value of .200 ($> .05$), indicating normally distributed data. Linearity testing through Test for Linearity showed Deviation from Linearity significance values of .095 for service quality and .167 for perceived value, both greater than .05, indicating linear relationships between independent and dependent variables.

Furthermore, multicollinearity test results indicated Tolerance values of .916 ($> .10$) and Variance Inflation Factor (VIF) values of 1.092 (< 10.00) for both independent variables, thus concluding no multicollinearity symptoms occurred. Heteroscedasticity testing using Glejser method also showed adequate results, with significance values of .498 for service quality and .103 for perceived value, both greater than .05. Thus, all classical assumptions were fulfilled, and regression models were declared appropriate for hypothesis testing.

After all prerequisites were fulfilled, hypothesis testing was conducted to determine service quality and perceived value effects on customer loyalty, both partially and simultaneously. Testing was conducted through multiple linear regression analysis, t-test, F-test, and calculation of determination coefficient and contribution of each independent variable.

Based on multiple linear regression analysis results, the following regression equation was obtained:

$$\hat{Y} = 16.046 + 0.161X_1 + 0.211X_2$$

This equation demonstrates that each one-point increase in the service quality variable (X_1) will increase customer loyalty (Y) by 0.161, and each one-point increase in the perceived value variable (X_2) will increase customer loyalty by 0.211, assuming other variables remain constant.

Table 2
Partial Test Results (t-test)

	Coefficients ^a	
	t _{value}	Sig.
(Constant)	23.097	.000
Service Quality	15.554	.000
Perceived Value	12.068	.000

Source: Data processed by researchers (2025)

Based on Table 2, t-test results indicated that both independent variables significantly affected customer loyalty. Service quality possessed significance value of $< .001$ and $t = 15.554$, while perceived value possessed significance value of $< .001$ and $t = 12.068$. Both t-values exceeded

t-table of 1.969, thus concluding that service quality and perceived value partially exerted positive and significant effects on customer loyalty.

Table 3

Simultaneous Test Results (F-test)

ANOVA ^a		
	F	Sig.
Regression	271.071	.000 ^b

Source: Data processed by researchers (2025)

Based on Table 3, test results indicated $F = 271.071 > F\text{-table} = 3.03$, with significance of $< .001$. This demonstrates that service quality and perceived value simultaneously exerted positive and significant effects on customer loyalty.

Table 4

Coefficient of Determination Results

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
.819 ^a	.670	.668	.854

Source: Data processed by researchers (2025)

Based on Table 4, the coefficient of determination (R^2) value of .670 was obtained. This value resulted from squaring the correlation coefficient (R) of .819, namely $.819 \times .819 = .670$. This means service quality and perceived value variables simultaneously exerted 67% influence on customer loyalty variables. The remainder, 33% (100% - 67%), was possibly influenced by other variables not examined in this research.

Table 5

Correlation and Regression Analysis Results

Variable	Regression Coefficient (Beta)	Correlation Coefficient	R^2
Service Quality	0,571	0,700	0,670
Perceived Value	0,443	0,609	0,670

Source: Data processed by researchers (2025)

Effective contribution and relative contribution calculations were conducted based on values listed in Table 5.

Table 6

Effective Contribution Calculation Results

Variable	Effective Contribution	
	SE (X)% = Beta x Correlation Coefficient x 100%	
Service Quality	$0,571 \times 0,700 \times 100\% = 40\%$	
Perceived Value	$0,443 \times 0,609 \times 100\% = 27\%$	
Total	67%	

Source: Data processed by researchers (2025)

Based on calculations in Table 6, the following conclusions were obtained: (1) Service quality effective contribution to customer loyalty was 40%. (2) Perceived value effective contribution to customer loyalty was 27%.

Table 7*Relative Contribution Calculation Results*

Variable	Relative Contribution
	$SR(X)\% = \frac{SE(X)\%}{R^2}$
Service Quality	$\frac{40\%}{67\%} = 59,7\%$
Perceived Value	$\frac{27\%}{67\%} = 40,3\%$
Total	100%

Source: Data processed by researchers (2025)

Based on calculations in Table 7, the following conclusions were obtained: (1) Service quality relative contribution to customer loyalty was 59.7%. (2) Perceived value relative contribution to customer loyalty was 40.3%.

Overall, these findings confirm that service quality and perceived value constitute key factors in forming customer loyalty toward Tukuyo e-canteen services at SMK Negeri 1 Surakarta. Therefore, improving both aspects must become primary focus in Tukuyo e-canteen management to create long-term customer attachment.

Discussion

Research results demonstrated that service quality exerted positive and significant effects on Tukuyo e-canteen customer loyalty at SMK Negeri 1 Surakarta, with $t = 15.554 > t\text{-table} = 1.969$ and significance of $< .001$. These findings are supported by SERVQUAL theory presented by Zeithaml et al. (as cited in Listiyono, 2015), stating that reliability, responsiveness, assurance, empathy, and tangibles dimensions play important roles in forming service perceptions. These results align with research by Damayanti and Nisa (2023) and Rusminah et al. (2023), concluding that service quality exerted positive and significant effects on Shopee-Food and Go-Food customer loyalty. These findings indicate that higher delivered service quality generates higher formed customer loyalty. This is consistent with Bloemer et al.'s opinion (as cited in Tahuman, 2016), stating that customer loyalty forms from several factors, one being received customer service quality.

Furthermore, research results also demonstrated that perceived value exerted positive and significant effects on Tukuyo e-canteen customer loyalty at SMK Negeri 1 Surakarta, with $t = 12.068 > t\text{-table} = 1.969$ and significance of $< .001$. This indicates that higher customer-perceived benefits compared to incurred sacrifices generate higher formed loyalty. These results align with research by Zarkasyi et al. (2023) and Khasanah et al. (2023), concluding that perceived value exerted positive and significant effects on Go-Food and Shopee-Food customer loyalty. These results are consistent with Hasan's opinion (as cited in Putri & Utomo, 2017), stating that perceived value represents one of primary factors in forming customer loyalty.

Simultaneously, this research demonstrated that service quality and perceived value exerted positive and significant effects on customer loyalty, with $F = 271.071 > F\text{-table} = 3.03$ and significance of $< .001$. The coefficient of determination (R^2) value of .670 indicated that both independent variables contributed 67% to customer loyalty, while the remaining 33% was influenced by other variables outside this research. The largest effective contribution came from service quality at 40%, while perceived value contributed 27%. Relatively, service quality contributed 59.7%, while perceived value contributed 40.3%.

Thus, this research emphasizes the importance of improving service quality and creating customer-perceived value in building loyalty, particularly in education-based services such as Tukuyo e-canteen services. Therefore, service managers must prioritize improving service

consistency, strengthening human resource competencies, and optimizing customer perceptions of provided benefits.

Conclusion

Research results demonstrated that service quality exerted positive and significant effects on Tukuyo e-canteen customer loyalty at SMK Negeri 1 Surakarta. This was evidenced through t-test with $t = 15.554 > t\text{-table} = 1.969$ and significance of $< .001$. These findings are supported by SERVQUAL (Service Quality) theory presented by Zeithaml et al. (as cited in Listiyono, 2015), stating that service quality consists of five main dimensions: reliability, responsiveness, assurance, empathy, and tangibles. This aligns with Jazuli et al.'s (2020) statement that SERVQUAL models are effective in identifying gaps between customer expectations and received services. Additionally, perceived value exerted positive and significant effects on Tukuyo e-canteen customer loyalty at SMK Negeri 1 Surakarta, with $t = 12.068 > t\text{-table} = 1.969$ and significance of $< .001$. These findings are supported by Perceived Value theory presented by Sweeney and Soutar (2001), explaining that customer value perceptions form from two main components: obtained benefits and sacrificed costs. When customers perceive that received benefits are commensurate with or exceed incurred sacrifices, loyalty tends to form. This aligns with Suratman's opinion (as cited in Rohanah, 2022), stating that perceived value plays important roles in building customer loyalty, satisfaction, and trust.

Simultaneously, both variables proved to exert positive and significant effects on Tukuyo e-canteen customer loyalty at SMK Negeri 1 Surakarta, as demonstrated by F-test results with $F = 271.071 > F\text{-table} = 3.03$ and significance of $< .001$. The coefficient of determination (R^2) value of .670 indicated that 67% of customer loyalty variation can be explained by service quality and perceived value, while the remaining 33% was influenced by other factors outside the research. Based on effective contribution analysis, service quality contributed 40% and perceived value contributed 27%, while relatively, service quality contributed 59.7% and perceived value contributed 40.3%.

This research was limited to two independent variables—service quality and perceived value—as factors influencing customer loyalty, thus not yet encompassing other variables potentially affecting customer loyalty. Research findings demonstrated that both variables contributed substantially to forming Tukuyo e-canteen customer loyalty; therefore, improving service quality and perceived value must become primary focus for service managers. Additionally, this research was conducted only in the e-canteen context at SMK Negeri 1 Surakarta; thus, research results possess limitations regarding generalization. Obtained findings may not fully represent conditions in other schools with different characteristics, organizational cultures, or canteen management systems. Therefore, subsequent research is expected to expand variable scope by considering other factors potentially influencing customer loyalty, such as company image, customer trust, and customer satisfaction. These factors possess important contributions in customer loyalty formation; thus, subsequent research is expected to provide more comprehensive and in-depth descriptions.

Several recommendations for Tukuyo e-canteen managers at SMK Negeri 1 Surakarta include increasing delivery staff numbers during high-order periods to facilitate distribution and enhance customer trust, improving price alignment with product and service quality through ingredient quality improvement, presentation, and consistent quality standard implementation, and providing suggestion boxes as communication media so complaints can be handled quickly. Additionally, continuous promotion must be conducted to increase attractiveness while simultaneously strengthening customer loyalty.

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